

ADI	CBS			NBC			ABC		
	1981	1982	% change	1981	1982	% change	1981	1982	% change
ADI	1981	1982	% change	1981	1982	% change	1981	1982	% change
North Platte, Neb.	—	—	—	8	7	-12.5	—	—	—
Odessa-Midland, Tex.	30	30	—	20	23	+15.0	15	16	+6.3
Oklahoma City	97	96	-1.1	90	84	-6.7	84	85	+1.2
Omaha	78	73	-6.5	67	73	+8.9	78	82	+5.1
Orlando-Daytona, Fla.	91	105	+15.3	90	101	+12.2	97	109	+12.3
Ottumwa, Iowa-Kirksville, Mo.	—	—	—	—	—	—	—	—	—
Paducah, Ky-Cape Girardeau, Mo.	89	83	-6.8	63	75	+19.0	33	36	+9.0
Palm Springs	—	—	—	6	5	-16.7	7	8	+14.2
Panama City, Fla.*	—	—	—	20	22	+10.0	23	18	-21.8
Parkersburg, W. Va.	—	—	—	6	9	+50.0	—	—	—
Peoria, Ill.	45	44	-2.3	45	46	+2.2	45	40	-11.2
Philadelphia	446	463	+3.8	326	321	-1.5	527	520	-1.4
Phoenix	107	130	+21.5	89	95	+6.7	102	119	+16.6
Extra NBC affiliate	—	—	—	5	5	—	—	—	—
Pittsburgh	254	263	+3.5	165	147	-11.0	284	273	-3.9
Portland, Ore.	118	140	+18.6	104	115	+10.5	122	138	+13.1
Portland, Poland, Spring, Me.	49	52	+6.3	53	54	+1.8	52	54	+3.8
Presque Isle, Me.	10	9	-10.0	—	—	—	—	—	—
Providence, R.I.-New Bedford, Mass.	82	102	+24.3	111	107	-3.7	111	112	+0.9
Quincy, Ill.-Hannibal, Mo.	36	35	-2.8	34	35	+2.9	—	—	—
Raleigh-Durham, N.C.	122	118	-3.3	31	25	-19.4	108	123	+13.8
Rapid City, S.D.	17	23	+35.2	18	27	+55.5	17	16	-5.9
Reno	94	94	—	62	61	-1.7	70	75	+7.1
Richmond, Va.	—	—	—	4	4	—	—	—	—
Extra NBC affiliate	—	—	—	—	—	—	—	—	—
Roanoke-Lynchburg, Va.	94	93	-1.1	58	61	+5.1	41	49	+19.5
Rochester, N.Y.	60	62	+3.3	48	44	-8.4	64	61	-4.7
Rochester, Minn.-Mason City, Iowa	24	25	+4.1	27	29	+7.4	28	31	+10.7
Rockford, Ill.	33	39	+18.1	31	32	+3.2	33	39	+18.1
Roswell, N.M.	15	15	—	—	—	—	—	—	—
Sacramento-Stockton, Calif.	117	124	+5.9	117	116	-0.9	138	141	+2.1
St. Joseph, Mo.	—	—	—	—	—	—	17	20	+17.6
St. Louis	225	236	+4.8	167	153	-8.4	187	208	+11.2
Salinas-Monterey, Calif.	19	23	+21.0	21	26	+23.8	51	51	—
Salisbury, Md.	21	25	+19.0	—	—	—	12	12	—
Salt Lake City	103	110	+6.7	71	73	+2.8	87	93	+6.8
San Angelo, Tex.	11	10	-9.1	—	—	—	—	—	—
San Antonio	92	101	+9.7	70	75	+7.1	85	95	+11.7
San Diego	106	118	+11.3	70	61	-12.9	109	100	-8.3
San Francisco	283	314	+10.9	221	207	-6.4	312	282	-9.7
Santa Barbara-Santa Maria, Calif.	18	21	+16.6	14	16	+14.2	25	25	—
Sarasota, Fla.	—	—	—	—	—	—	20	16	-37.5
Savannah, Ga.	45	45	—	33	32	-3.1	19	22	+15.7
Seattle-Tacoma	124	149	+20.1	137	147	+7.2	178	173	-2.9
Bellingham, Wash.	6	8	+33.3	—	—	—	—	—	—
Selma, Ala.	9	7	-22.3	—	—	—	—	—	—
Shreveport, La.-Texarkana, Tex.	100	105	+5.0	56	66	+17.8	73	85	+16.4
Sioux City, Iowa	14	12	-14.3	28	33	+17.3	39	36	-7.7
Sioux Falls-Mitchell, S.D.	68	66	-3.0	38	47	+23.6	18	18	—
South Bend-Elkhart, Ind.	60	62	+3.3	54	56	+3.7	48	54	+12.5
Spokane, Wash.	51	60	+17.6	49	53	+8.1	53	55	+3.7
Springfield, Mass.	—	—	—	50	46	-8.0	62	59	-4.9
Springfield, Mo.	67	58	-13.5	70	66	-5.8	23	23	—
Springfield-Decatur, Ill.	72	70	-2.8	59	62	+5.0	52	55	+5.7
Champaign, Ill.	84	90	+7.1	74	72	-2.8	60	59	-1.7
Syracuse, N.Y.	52	53	+1.9	—	—	—	11	14	+27.2
Tallahassee, Fla.	—	—	—	—	—	—	4	4	—
Extra ABC affiliate	—	—	—	—	—	—	—	—	—
Tampa-St. Petersburg, Fla.	201	208	+3.4	152	153	+0.6	134	143	+6.7
Terre Haute, Ind.	43	43	—	44	43	-2.3	13	14	+7.6
Toledo, Ohio	102	98	-4.0	85	85	—	62	62	—
Topeka, Kan.	41	38	-7.4	22	23	+4.5	—	—	—
Traverse City-Cadillac, Mich.	47	49	+4.2	30	32	+6.6	14	17	+21.4
Tucson, Ariz.	37	41	+10.8	37	44	+18.9	39	46	+17.9
Tulsa, Okla.	79	85	+7.5	57	63	+10.5	88	87	-1.2
Tuscaloosa, Ala.	10	12	+20.0	—	—	—	—	—	—
Twin Falls, Idaho	—	—	—	10	12	+20.0	—	—	—
Tyler, Tex.	—	—	—	—	—	—	—	—	—
Utica, N.Y.	—	—	—	29	29	—	39	45	+15.3
Victoria, Tex.	—	—	—	—	—	—	17	16	-5.9
Waco-Temple, Tex.	—	—	—	—	—	—	5	3	-40.0
Washington	251	264	+5.1	190	198	+4.2	220	246	+11.8
Extra NBC affiliate	—	—	—	—	—	—	—	—	—
Watertown-Carthage, N.Y.	26	23	-11.6	—	—	—	—	—	—
Wausau-Rhineland, Wis.	42	48	+14.2	12	11	-8.4	25	26	+4.0
West Palm Beach (Fl. Pierce), Fla.	14	20	+42.8	53	57	+7.5	38	36	-5.3
Wheeling, W. Va.-Steubenville, Ohio	51	56	+9.8	40	52	+30.0	—	—	—
Wichita-Hutchinson, Kan.	78	77	-1.3	71	77	+8.4	63	68	+7.9
Wichita Falls, Tex.-Lawton, Okla.	35	30	-14.3	29	30	+3.4	29	28	-3.5
Wilkes Barre-Scranton, Pa.	72	73	+1.3	82	85	+3.6	109	109	—
Wilmington, Del.	—	—	—	60	55	-8.4	11	15	+36.3
Yakima, Wash.	32	35	+9.3	20	22	+10.0	20	24	+20.0
Youngstown, Ohio	59	67	+13.5	53	53	—	48	49	+2.0
Zanesville, Ohio	—	—	—	10	7	-30.0	—	—	—

Notes: Household numbers are in thousands (add 000).

Dash indicated no primary affiliate in market.

Asterisk indicates affiliation change between February 1981 and 1982.  
Hawaii, Alaska and St. Thomas markets are not included in Arbitron reports.